

**That Which is Claimed:**

1. A cosmetic or dermatological formulation, comprising sodium PEG-7 olive oil carboxylate.
2. The formulation as claimed in claim 1, wherein the sodium PEG-7 olive oil carboxylate is present in an active content of 0.01 to 1.8% by weight, based on the total weight of the formulation.
3. The formulation as claimed in claim 1, further comprising sodium lauryl ether sulfate in a concentration of 0.1 to 30% by weight, based on the total weight of the formulation.
4. The formulation as claimed in claim 1, further comprising sodium lauryl ether sulfate in a concentration of 7 to 12% by weight, based on the total weight of the formulation.
5. The formulation as claimed in claim 1, further comprising one or more surfactants from the group consisting of N-acylamino acids and salts thereof in a concentration of 0.1 to 10% by weight, based on the total weight of the formulation.
6. The formulation as claimed in claim 1, further comprising one or more surfactants from the group consisting of N-acylamino acids and salts thereof in a concentration of 1 to 3% by weight, based on the total weight of the formulation.
7. The formulation as claimed in claim 1, further comprising one or more additional compounds selected from the group consisting of auxiliaries, active compounds and additives.

8. A foam bath or shower product including the formulation as claimed in claim 1.
9. A hair shampoo including the formulation as claimed in claim 1.
10. A method for reducing the adsorption of sodium lauryl ether sulfate by the human skin, comprising applying to the skin a cosmetic or dermatological formulation comprising sodium PEG-7 olive oil carboxylate.
11. The method as claimed in claim 10, wherein the sodium PEG-7 olive oil carboxylate is present in an active content of 0.01 to 1.8% by weight, based on the total weight of the formulation.
12. The method as claimed in claim 11, wherein the formulation further comprises sodium lauryl ether sulfate in a concentration of 7 to 12% by weight, based on the total weight of the formulation.
13. The method as claimed in claim 10, wherein the formulation further comprises sodium lauryl ether sulfate.
14. A method for promoting desorption of sodium lauryl ether sulfate from the human skin, comprising applying to the skin a cosmetic or dermatological formulation comprising sodium PEG-7 olive oil carboxylate.
15. The method as claimed in claim 14, wherein the sodium PEG-7 olive oil carboxylate is present in an active content of 0.01 to 1.8% by weight, based on the total weight of the formulation.

16. A method for increasing the foam quality of cosmetic or dermatological formulations, comprising providing a cosmetic or dermatological formulation comprising sodium PEG-7 olive oil carboxylate.

17. The method as claimed in claim 16, wherein the sodium PEG-7 olive oil carboxylate is present in an active content of 0.01 to 1.8% by weight, based on the total weight of the formulation.

18. The method as claimed in claim 17, wherein the formulation further comprises sodium lauryl ether sulfate in a concentration of 7 to 12% by weight, based on the total weight of the formulation.

19. The method as claimed in claim 16, wherein the formulation further comprises sodium lauryl ether sulfate.

20. A method for increasing the skin tolerability of wash-active cosmetic or dermatological formulations, comprising providing a cosmetic or dermatological formulation comprising sodium PEG-7 olive oil carboxylate.

21. The method as claimed in claim 20, wherein the sodium PEG-7 olive oil carboxylate is present in an active content of 0.01 to 1.8% by weight, based on the total weight of the formulation.

22. The method as claimed in claim 21, wherein the formulation further comprises sodium lauryl ether sulfate in a concentration of 7 to 12% by weight, based on the total weight of the formulation.

23. The method as claimed in claim 20, wherein the formulation further comprises sodium lauryl ether sulfate.